TOPS

User Manual

2008

Table of Contents

Introduction

TOPS (Telmar's Outdoor Planning System) now has the capability to perform R&Fs using South African Outdoor data.
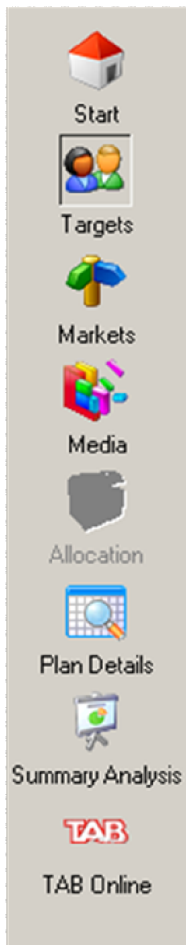
TOPS is based on a Pivot Table format. The user can drag the column headings in order to make the ranking more user friendly.

TOPS is Telmar's newest multi-market analysis planning system for Traditional Out-of-Home Media - incorporating the most advanced modelling techniques to provide highly accurate delivery analyses.

TOPS produces reach, frequency and other traditional media analysis calculations with a drill back to area, format and operator data.

TOPS schedules can be exported to media mixing programs to put out - of-home on the planning grid with television, radio and print.

Features and Functionality

o   Time sensitive model

o   Demographic targeting for all SAARF measured markets

o   Media Analysis delivery by Province and other custom market definitions

o   Operator Specific or Market Average planning

o   Export to Telmar's Media mix

o   Summary of multiple target markets

o   Budget and reach goal allocation

o   Seamless Excel export for all reporting options

o   Frequency Distribution

o

Getting Started
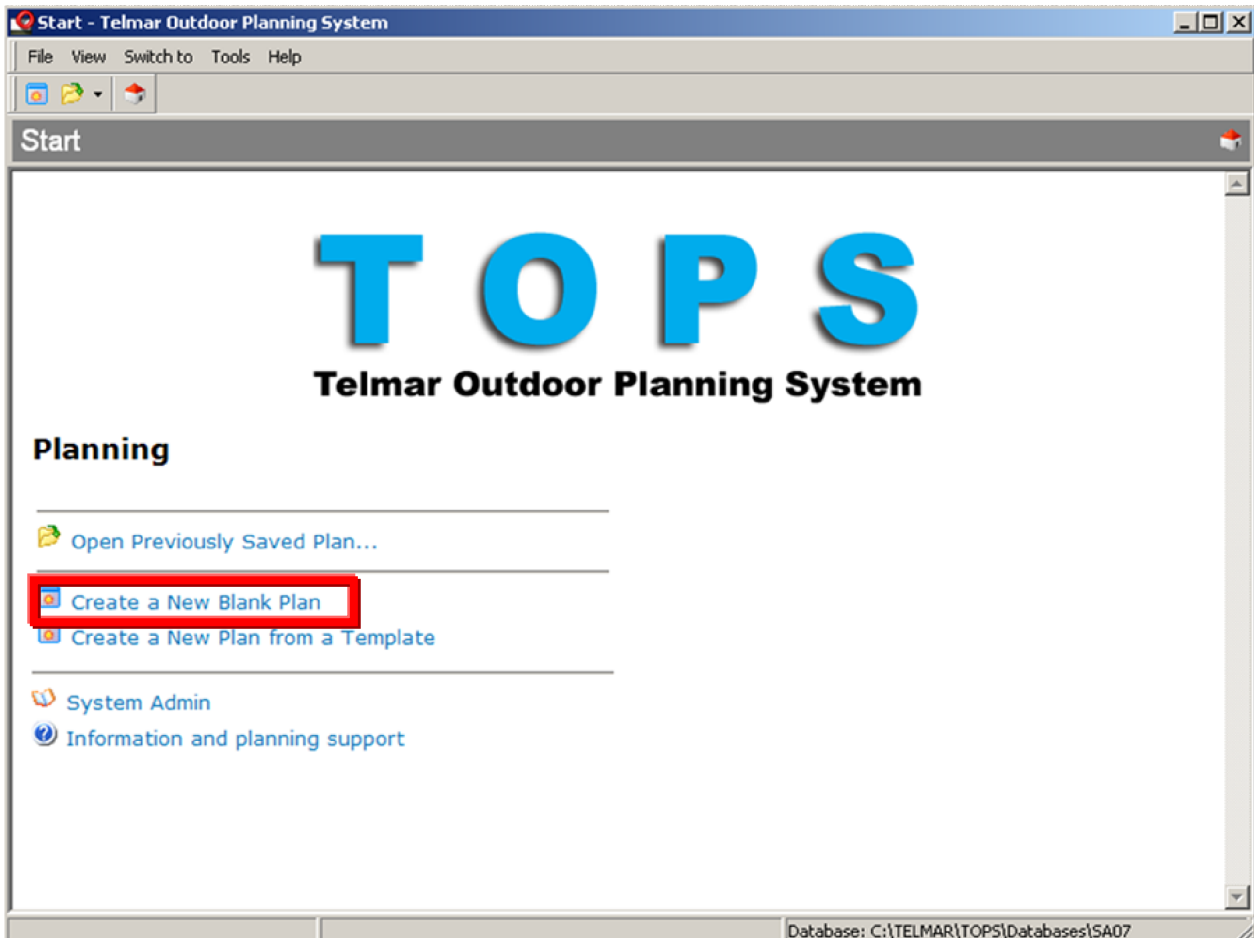
Select the "Create New Blank plan" option or previously saved Plan. Creating a new plan from Template is only available once you have created a template in TOPS. System admin is for data management and not relevant for planning purposes.

Target Market Selection

TOPS will automatically prompt the user to create a target(s). To create a target using South African Outdoor data, simply select one of the pre-created targets offered. Click on the + button to expand all demographic variables. The user do not need to code the demographics with 'and' and 'or', this is done automatically by TOPS
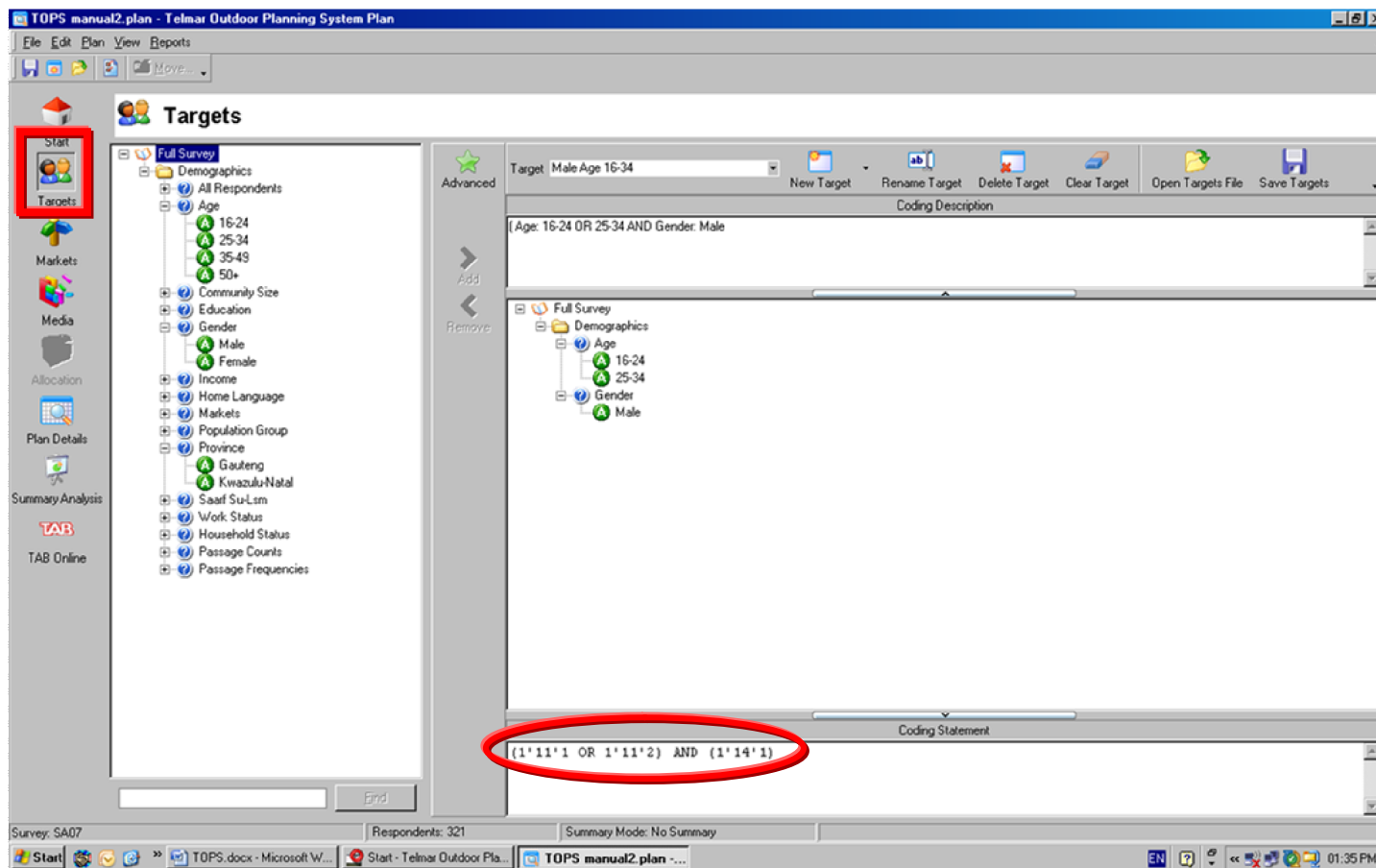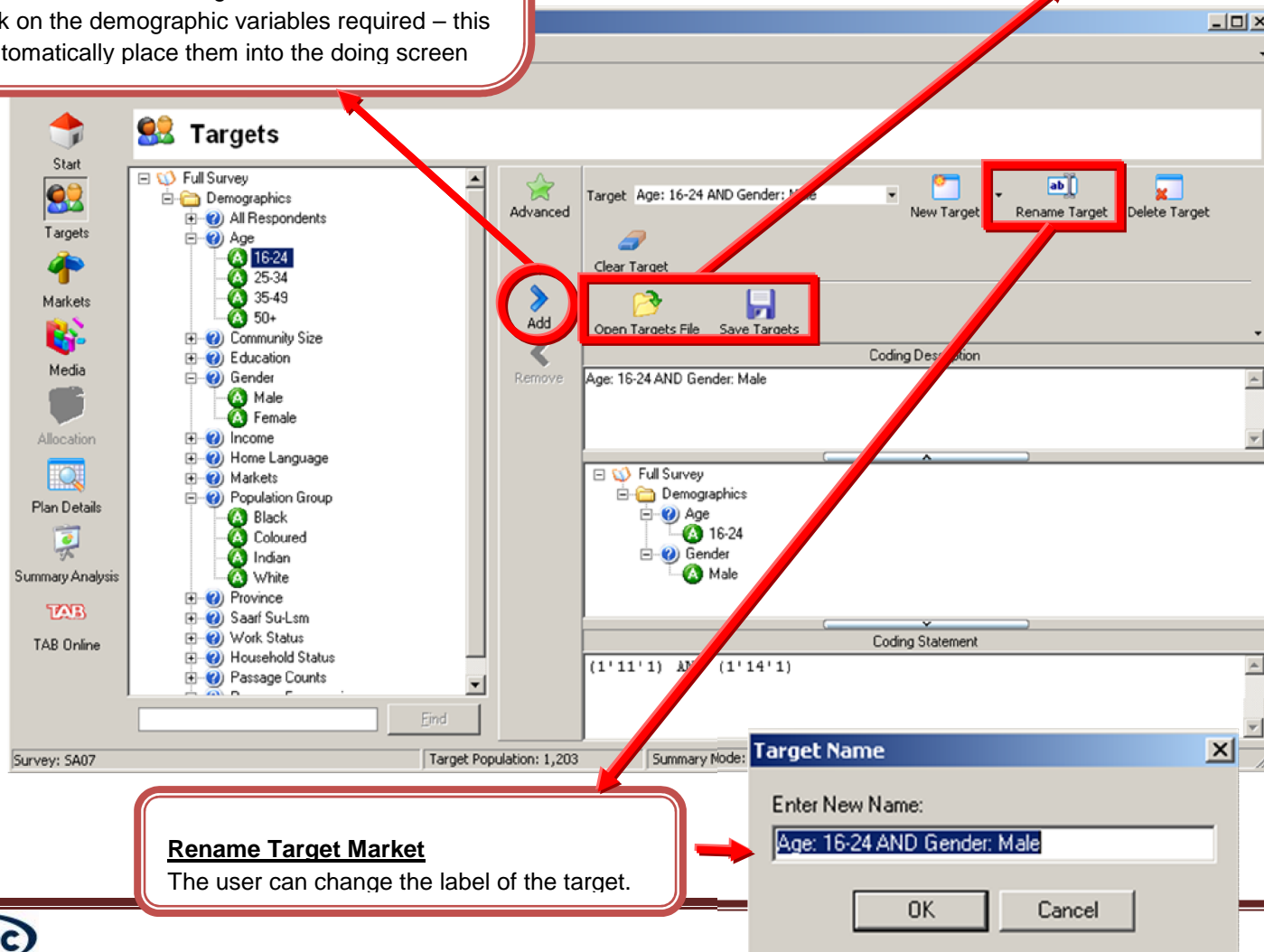
Detailed Target Market
To create a multi-criteria target (i.e. Men age 16-24), simply click on the first item, then click the "Add" button in the centre of the target creation screen, then click on the next item then click "Add" again. The user can also double click on the demographic variables required – this will also automatically place them into the doing screen

Open and Save Target Market
In order to open previous saved target files the user clicks on "Open Target File". To save Targets, the user clicks on "Save Targets"

Second Target Market
If the user want ot add a second target market, simply select the clear targets option and enter a second target market as illustrated, save and continue

Targets

Start
Targets
Markets
Media
Allocation
Plan Details
Summary Analysis
TAB Online

- Full Survey
  - Demographics
    - All Respondents
    - Age
      - 16-24
      - 25-34
      - 35-49
      - 50+
    - Community Size
    - Education
    - Gender
      - Male
      - Female
    - Income
    - Home Language
    - Markets
    - Population Group
      - Black
      - Coloured
      - Indian
      - White
    - Province
    - Saarf Su-Lsm
    - Work Status
    - Household Status
    - Passage Counts

Advanced

Add

Remove

Target Age: 16-24 AND Gender: Male

New Target   Rename Target   Delete Target

Clear Target

Open Targets File   Save Targets

Coding Description
Age: 16-24 AND Gender: Male

- Full Survey
  - Demographics
    - Age
      - 16-24
    - Gender
      - Male

Coding Statement
(1'11'1) AND (1'14'1)

Find

Survey: SA07   Target Population: 1,203   Summary Mode:

Rename Target Market
The user can change the label of the target.

Target Name

Enter New Name:
Age: 16-24 AND Gender: Male

OK   Cancel

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Market (Area) Selection

Markets represent the areas against which the campaign will be measured. The two Provinces for which research is currently available is : Gauteng and Kwazulu Natal. Although these areas are still relatively broad in terms of outdoor campaigns, limitations with regards to sample sizes necessitated these geographical breakdowns

TOPS Markets / Media/Inventory Locality

Province

Kwazulu Natal — *Durban, Pietermaritzburg, Rest Kwazulu Natal*

Detail Area

Durban — DBN Township, DBN-Central/North/West, DBN-South

Pietermartizburg — PMB Township, PMB Central

Rest Kwazulu Natal — KZN City/Large Town, KZN rural, KZN Small Town/Village

Province

Gauteng — *Johannesburg ex Soweto, Soweto, Pretoria, Rest Gauteng*

Detail Area

JHB excluding Soweto — JHB Central, JHB North, JHB Randburg, JHB Sandton, JHB South

Soweto — JHB Township

Pretoria — PTA Township, PTA Central, PTA East, PTA North, PTA South

Rest Gauteng — Rest Gauteng City/Large Town, Vaal, West Rand, East Rand
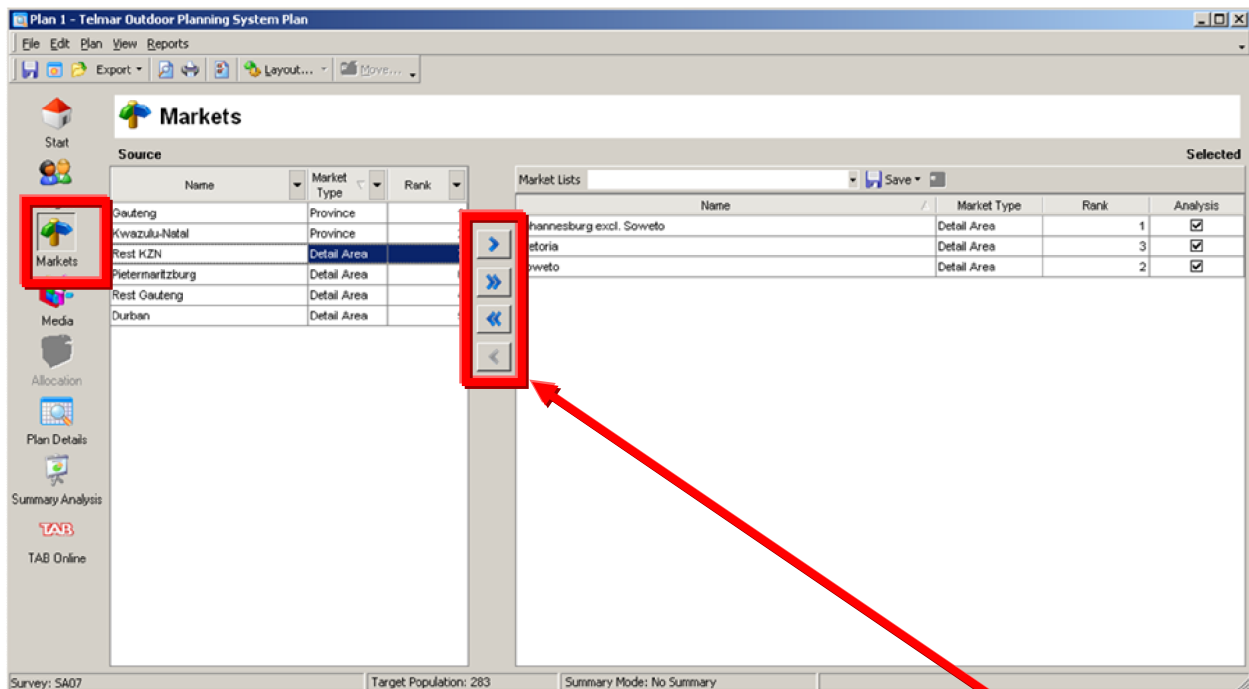
The user can select each area by either double clicking on the name or using the arrow keys. The list of all regions selected, will now be displayed on the right hand side. The user can sort the areas i.e. in order to select specific regions by clicking the arrow at the top of the market type column and selecting what type of area the plan will be based on.

Media Selection

This provides specific information on board location by media owner and type for example: **Clear Channel, 12 Sheet, Johannesburg Township.** The area selection made in Market, will influence the boards returned in the Media section. For example, if Durban is selected, only board types for Durban will appear in the Media list. The inventory list has more detailed area information.

In the media screen, the media inventory that is displayed is based on the areas selected in the Market screen.

The Media selection is based on a Pivot Table format which means column headings can be dragged to the desired location and dropped.

In order to select the different media types, the user can either double click on the medium or use the arrow key.

Layout
To customize the layout thus to exclude columns

Operator	Location	Name	Market	Format	Inventory	Audience	Base Rate
Primedia	Pretoria	12-Sheet(PTA-Cent)	Pretoria	12-Sheet	3	22,887	$0
Primedia	Pretoria	12-Sheet(PTA-Nth)	Pretoria	12-Sheet	4	9,128	$0
Primedia	Pretoria	12-Sheet(PTA-East)	Pretoria	12-Sheet	1	8,455	$0
Primedia	Pretoria	12-Sheet(PTA-Blk Tship)	Pretoria	12-Sheet	60	8,458	$0
Outdoor Network	Rest Gauteng	12-Sheet(Rest GT C/LT)	Rest Gauten	12-Sheet	3	4,824	$0

Column descriptions

- **Operator:** The media owner that owns the site
- **Location:** The actual location of the board either by province or area depending on the area selected previously
- **Name:** OOH format type, size and detailed area.
- **Market:** This is the same as location
- **Format:** The size of the site
- **Inventory:** The total number OOH format types by area by media owner
- **Audience:** The size of the market generated by the area the site is in
- **Base Rate:** This is the weekly rate per site.

Abbreviation of sites

- **ST / V / RUR:** Small Town / Village / Rural
- **C / LT:** City / Large Town
- **BLK TSHIP:** Black Township
- **ST / V:** Small Town / Village

Plan Details

The Plan Details is the screen in which the outdoor plan is constructed.

Once plan is done, it can be export to excel

Note that this is not audited

Clicking on column headings will rank ascending / desending order

To enter the amount of "boards"

Please note:
Input exceeds available inventory.

MAX AVAILABLE PANELS 1 USED

If the users enters to many panels that exceeds the available inventory, a dialog box applear that will warn the user that the maximum is only 1 and1 will be entered

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When right click in the data grid, the following options appear:

Apply Value to all items: If the same number of boards are used with the different panels.

Optimize Item: Not available in SA

Remove Unused Media: The panels that are not selected will be removed in order to supply a summary of the different panels used.

Duplicate: This will duplicate the line.

Layout: The user can change the layout of the results screen per section.

Move: If the user needs to change the order of the board usage, simply select move.

Delete Selected Row(s): In the final screen, if the user needs to remove a board selection, simply select "Delete Selected Rows".

Plan Detail Column Headings

- **Company:** The Outdoor Media Owner that manages/owns the site
- **Format:** Outdoor format type incl. the size
- **Inventory Market:** The planning market
- **Inventory Location:** This shows the region of the actual site
- **Panels: The number** of sites
- **Weeks: The length** of the campaign in weeks Name:
- **Outdoor form**at type including a more detailed area
- **Weekly Base Rate:** The rate card rate supplied by the Media Owner by week at net cost
- **Discounts:** Negotiated discounts can be applied
- **Campaign Cost:** Number of units multiplied by weekly base rate
- **DEC / Audience:** Average audience of the site per day –VAI: Visibility Adjusted Impact – Not available at this point in time
- **Daily Imps (000):** The daily audience delivery based on of panels in '000
- **Weekly Imps (000):** The weekly audience delivery based on no. of panels in '000
- **Campaign Imps (000):** The campaign audience delivery based on of panels in '000
- **CPM:** Cost per thousand
- **Daily TRPs:** Daily Target Ratings Point – same as Gross Rating Point
- **Weekly TRPs:** Weekly TARGET Rating Points
- **Campaign TRPs:** Campaign target Rating Points
- **CPP:** Cost per point (Cost per 1 GRP)
- **Weekly Reach (000):** No. of people in Target Market exposed to schedule at least once in the past week in 000's
- **Weekly Reach (%):** No. of people in Target Market exposed to schedule at least once in the past week in %
- **Weekly Average Frequency:** The weekly average number. of times the target market is exposed to the schedule
- **Campaign Reach (000):** No. of people in Target Market exposed to campaign at least once in the past week in 000's

- **Campaign Reach (%):** No. of people in Target Market exposed to campaign at least once in the past week in %

- **Campaign Ave Frequency:** The average no. of times the target market is exposed to the campaign

- **Effective Reach (%):** No. of people in target market exposed to campaign at least 3+ times in % (user can set this to be 3+ 5+ whatever they choose. It defaults to 3+)

- **Effective Reach (000):** No. of people in target market exposed to campaign at least 3+ times in 000's (can be defined by user defaults to 3+)

- **MAX Panels:** The maximum number of panels that are 'owned' by the operator in that market for that format

- **MAX Daily IMPS (000):** Same as daily just the total possible

- **MAX Weekly IMPS (000):** Same but for a week

- **MAX Campaign IMPS (000):** Maximum impression possible with the combination of format, panels over the campaign periods

- **MAX Weekly Reach (000):** Same but for a week

- **MAX Weekly Reach (%):** Same for one week

- **MAX Campaign Reach (000):** Same for entire campaign period

- **MAX Campaign Reach (%):** Same as above

- **MAX Effective Reach (000):** Same as above

- **MAX Effective Reach (%):** Same as above

- **MAX Weekly Ave Frequency:** Same as above

- **MAX Daily TRPs:** Maximum number of target rating points that can be achieved in one day

- **MAX Weekly TRPs:** Same as above

- **MAX Campaign TRPs:** Same as above

- **Frequency 1-4 (000):** This is a miss placed frequency distribution so it is the number of people in (000) who saw the message 1-4 times

- **Frequency 5-9 (000):** Same as above

- **Frequency 10-14 (000):** Same as above

- **Frequency 15-19 (000):** Same as above

- **Frequency 20-24 (000):** Same as above

- **Frequency 25-29 (000):** Same as above

- **Frequency 30+ (000):** Same as above
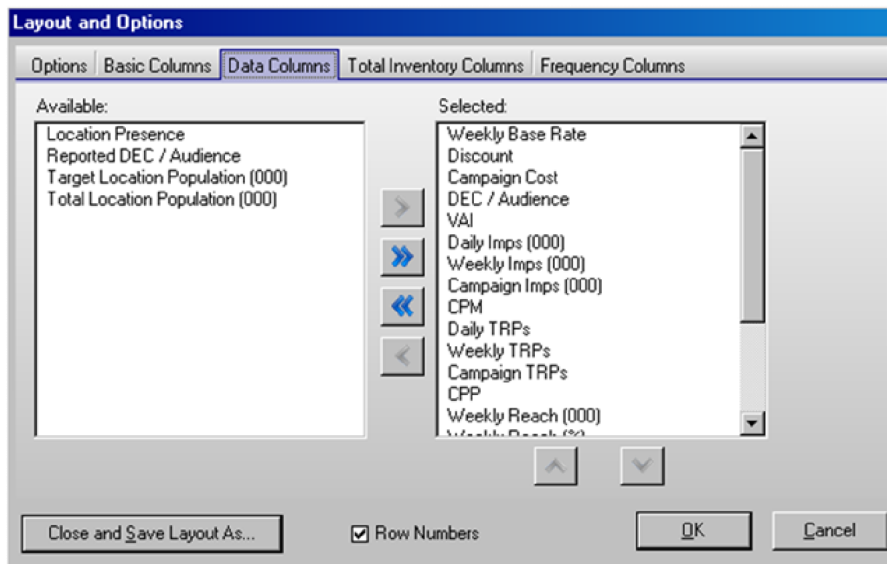
Changing Layout
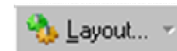
Layout... ▾

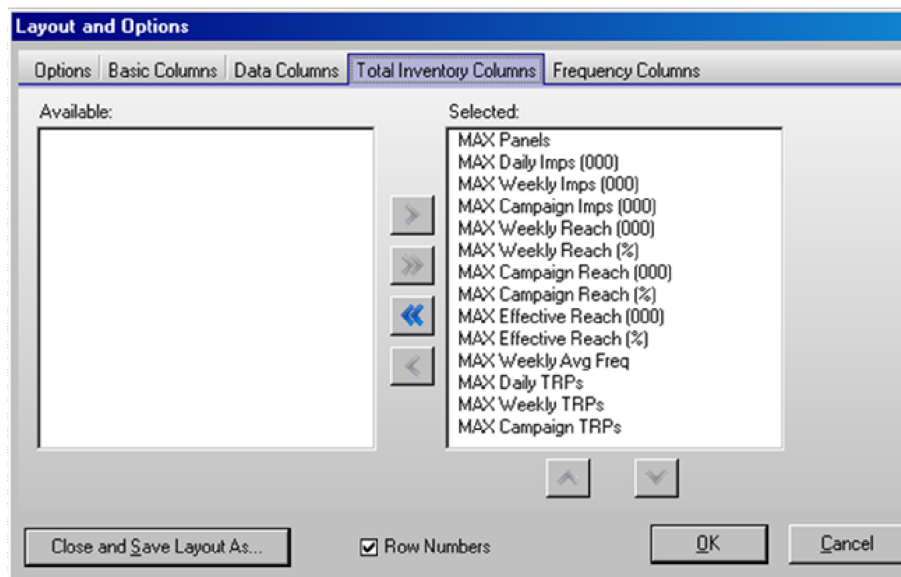To change the layout of any section in the programme, click on the layout button

Layout and Options

| Options | Basic Columns | Data Columns | Total Inventory Columns | Frequency Columns |

Plan Grid Layout [ ] ▾

Plan By [Individual Media] ▾

Market Type [Province] ▾

Delivery For [All Selected Markets (%s)] ▾

Target [Male Age 16-34] ▾

Total Summary Mode [No Summary] ▾
No Summary
National Equivalence

Close and Save Layout As... ☑ Row Numbers OK Cancel

In order to display the total for the campaign by each column heading, the user can activate it by clicking on the drop down box next to Total Summary mode.

This screen will change the layout of the first

Layout and Options

| Options | Basic Columns | Data Columns | Total Inventory Columns | Frequency Columns |

Available:
E-Mail
Operator Ref
TAB Ref
URL

Selected:
Company
Format
Inventory Market
Inventory Locality
Panels
Weeks
Name

Close and Save Layout As... ☑ Row Numbers OK Cancel

section of the detailed plan

This section will change the second part of the detailed plan

This

section will change the third part of the detailed plan
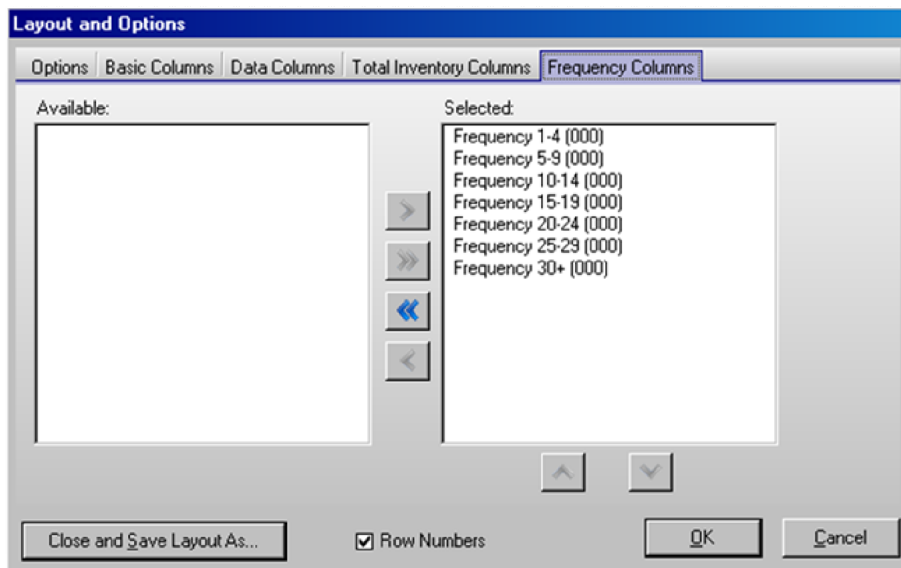
This section will change the fourth part of the detailed plan

Summary Analysis
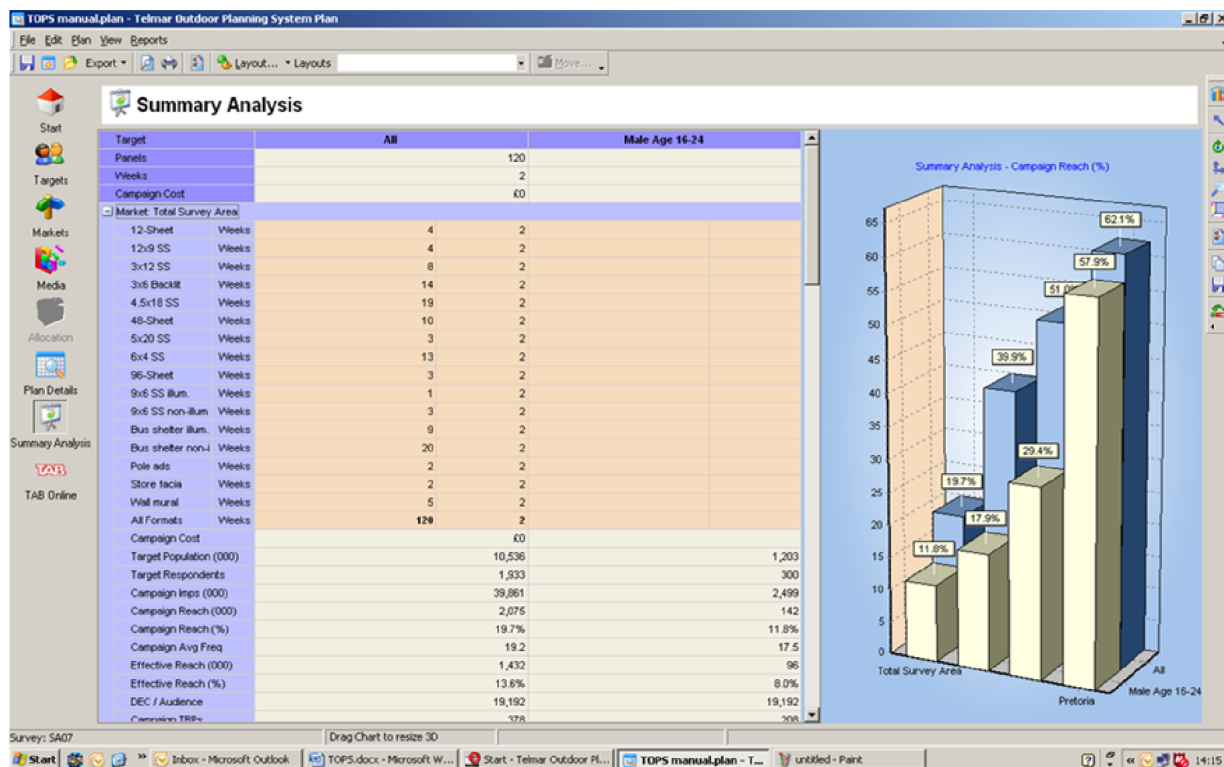
Click on the Summary Analysis button to view a complete summary of all plan results.

TOPS will always provide a summary for all respondents and total survey area. Totals for all media Metrics – can also be changed in the layout

The first column is based on all respondents and the second column is the target market selected.

In order to see the detail per section, the user simply click on the + sign which will open up a tree to view the detail.

On the right hand side the data is expressed graphically – depending on what is selected, the programme will graph it.

Graph

The graph illustrate the summary of the total results
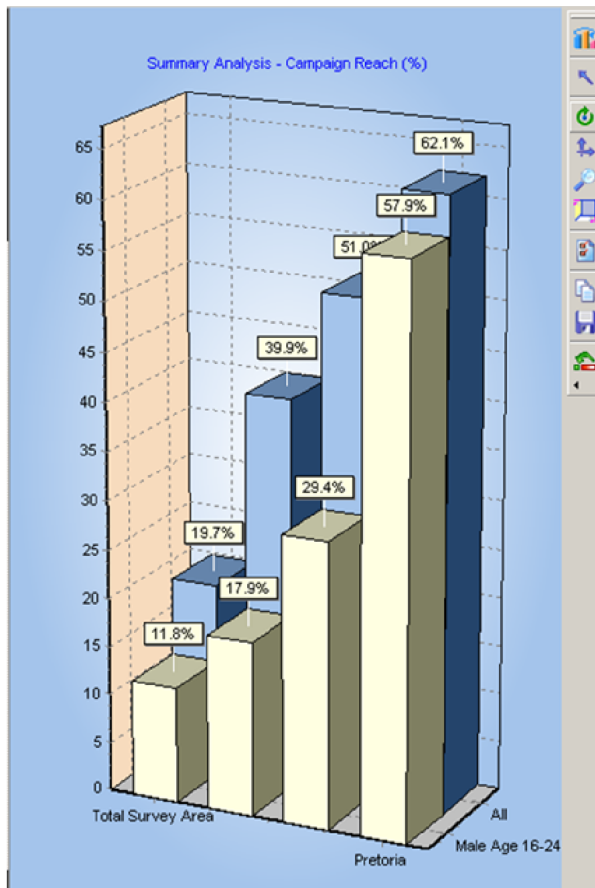
Animate chart: This will rotate the chart

Free rotation

Move chart: This will move the chart

Zoom in / out

Axis Size: This will increase / decrease the axis size

Edit Chart Analysis: See later explanation

Copy chart to clipboard

Save

Reset Chart: This will change the graph back to the original.

Printing / Exporting Selection

The user can either print your report, export to Excel, or view the summary analysis of all of your targets and markets.

Schedule for Mixing: In order to use Media Mix and include Outdoor, the TOPS schedule needs to be exported as a Media Mix schedule

Exporting example

Plan 1 - Plan Details
Market: Total Survey Area (), Target: Men 18-49
Target Population: 4,330, Respondents: 2,332
Telmar Outdoor Planning System, Version 1.0.0.220

Company	Format	Inventory Locality	Panels	Weeks	DEC / Audience	Daily Imps (000)	Weekly Imps (000)	Weekly TRPs	Weekly Reach (000)	Weekly Reach (%)	Daily TRPs	Campaign TRPs	Campaign Reach (000)	Campaign Reach (%)	Campaign Avg Freq
[Multiple]	Transit Shelters	[Multiple]	156	4	19689	1080	7558	175	1121	25.9	25	699	2822	65.3	10.7
[Multiple]	Bulletins	[Multiple]	59	4	53096	1080	7558	175	1420	32.9	25	699	3247	75.1	9.3

Survey: US07A, System DB: SLA26
© 2007 Telmar Information Services Corp.
Telmar Helpline 1-212-725-3000

❖ **Export for mixing:** In order to mix schedules with other Telmar schedules, the user can choose to Export to Schedule for Mixing
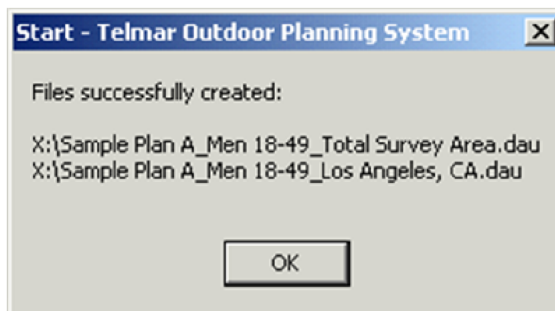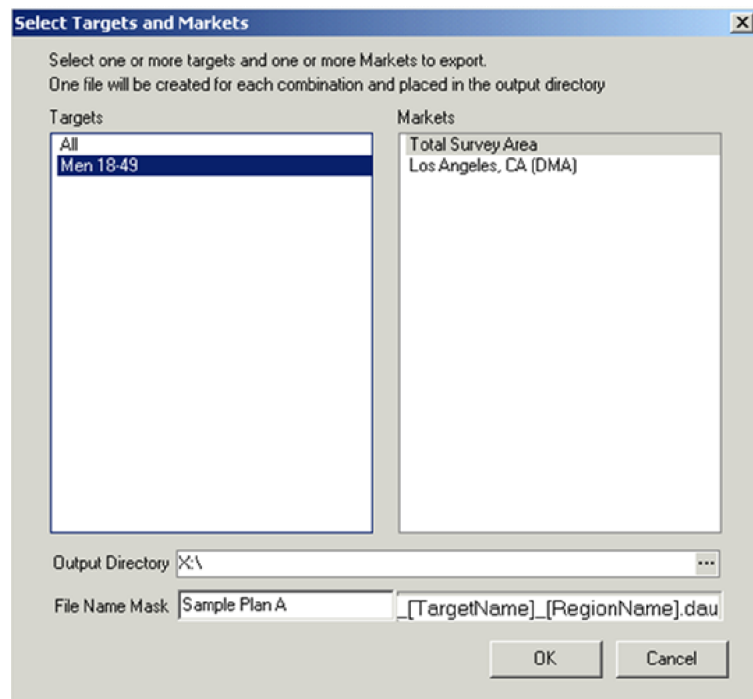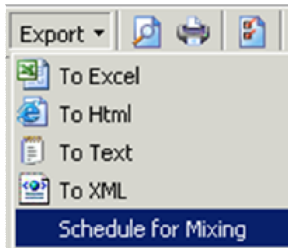
Importing from Excel

TOPS enables the user to import actual schedules of operator sites. The user will need the following columns in the excel spreadsheet

Operator	Location	Format	Tab Ref	Operator Ref	DEC / Aud	Panels	Wkly Rate

In order to create an import spreadsheet, the following needs to be available

- Ensure operator name is spelled the same as in TOPS
- Location is South Africa
- Formats include: Bulletins, Posters 30-Sheet, Transit Shelters, posters 8-Sheets. If the user added formats to the database, ensure that they match
- Neither the 4-digit TAB Ref TAB id number for the site or the Operator Ref for the site is required. If the user have the number, it will display on the reports for their own reference
- The DEC / Audience and Weekly Rate are optional. For the most accurate analysis, use the actual DEC or Audience as supplied by the operator

To launch this document into TOPS:

- Select the corresponding survey and database for the locations
- Pick your target and market
- On the media grid, launch the media selection wizard from the center of the screen
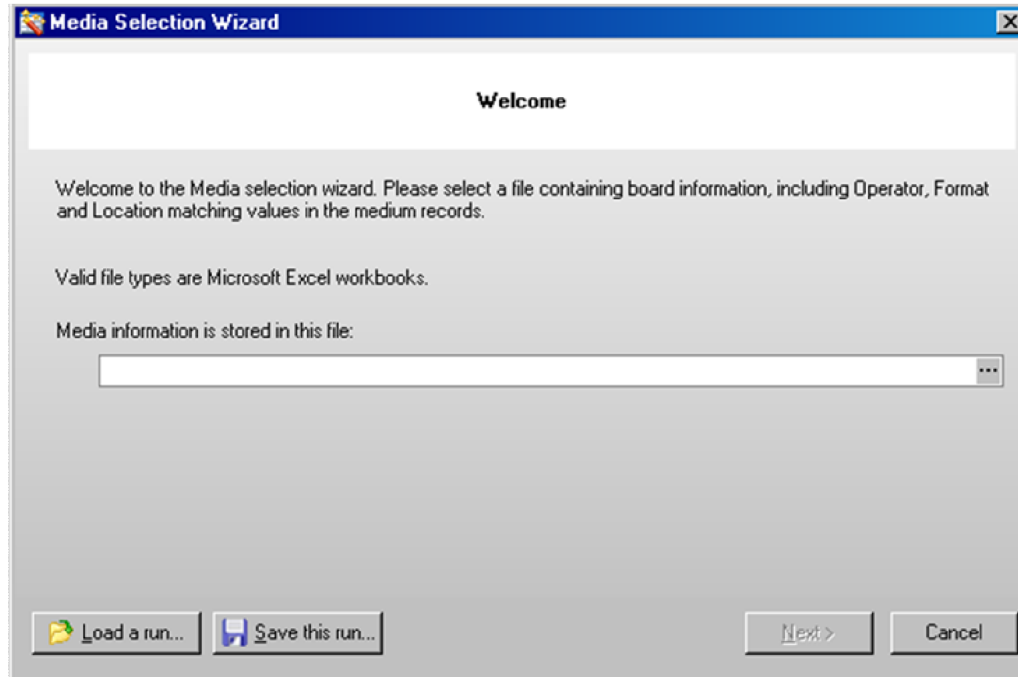
- Preview the spreadsheet for accuracy
- Match imported spreadsheet columns with the required columns
- Replace or add these location to any data already on your grid
- Save the package for future use if desired and assign an expiration date if necessary
- Analyze the imported schedule on the planning grid and in all preformatted reports

File Menu
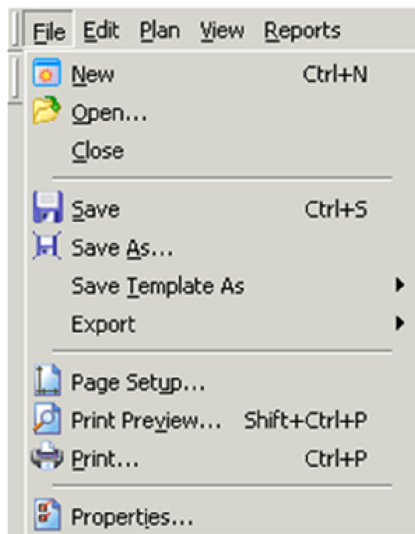
- ❖ **New:** This will create a new plan
- ❖ **Open:** This will open previosly saved documents
- ❖ **Close:** This will close documents
- ❖ **Save as:** This will enable the user to change the same of the previously saved document.
- ❖ **Save Template as:** To save a document as a template to be used at a later stage
- ❖ **Page Setup:** This allow the user to change the page layout
- ❖ **Print Preview:** The user can view the actual page before printing
- ❖ **Print:** This will print the documents
- ❖ **Properties:** This will change the plan properties
- ❖ **Save:** This will save the document for later use.
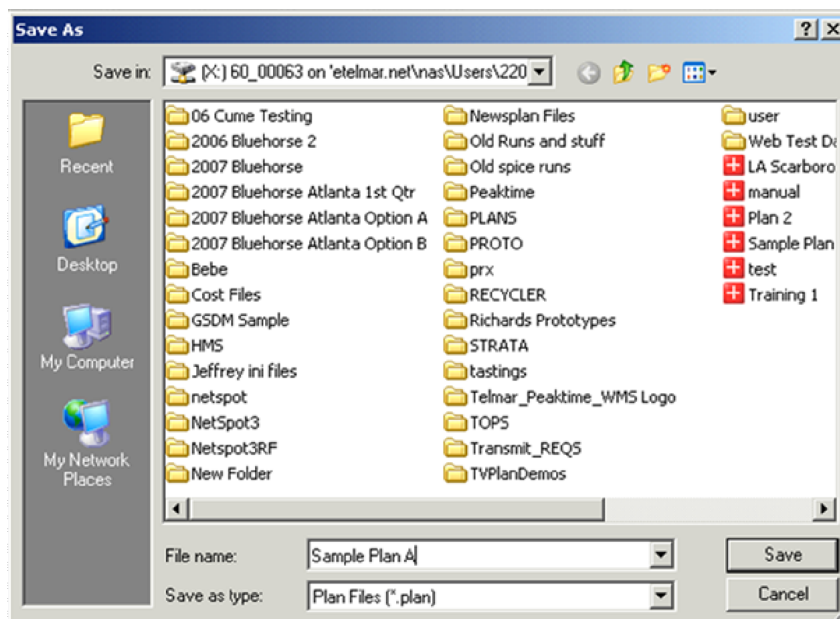
Reports

Different reports can be generated by TOPS in order to supply clients detailed information.
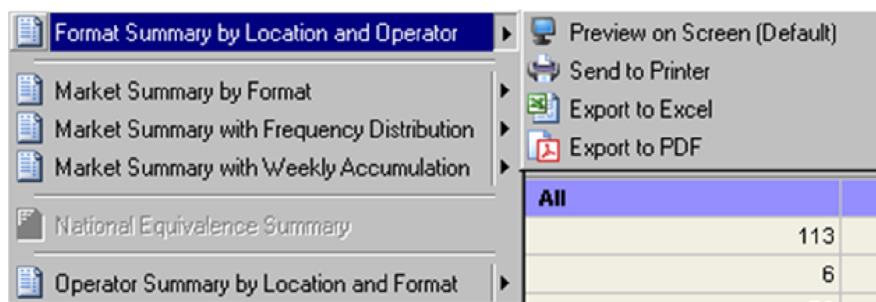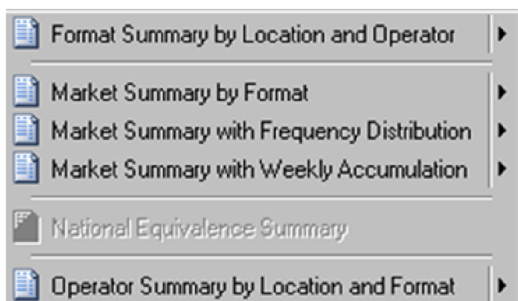
Format Summary by Location and Operator

In order to change the report parameters, the user can either run the report based on either Campaign Reach (%), Campaign Avg Freq, Campaign TRPs, CPP, CPM or Campaign Cost.

Examples of report generated by Format by area

Market Summary by Format

The market summary report reflects the summary reach by target markets, by format and an overall campaign reach. The graph also shows the different % reach generated by the selected formats.

Telmar's Outdoor Planning System
Market Summary by Format

TOPS
Telmar Outdoor Planning System

Target: Male Age 16-34
Market: Total Survey Area
Population (000) 2,639

	Format	Panels	Weeks	DEC / Audience	Campaign Reach (%)	Campaign Avg Freq	Campaign TRPs	Campaign Cost
	12-Sheet	53	6	7,960	8.9	63.6	565	0
	12x9 BB	4	6	45,135	10.9	11.2	121	0
	3x12 BB	23	6	15,234	18.0	5.9	105	0
	3x6 Backlit	13	6	17,351	9.3	13.2	124	0
	4.6x18 BB	5	6	39,634	10.9	11.3	124	0
	Total Market	**113**		**18,818**	**36.2 %**	**28.7**	**1,041**	**R0**

Total Market Detail:

Market: Total Survey Area

Total Panels	Campaign Reach (%)	Campaign Avg Freq	Campaign TRPs	CPP	Campaign Imps	CPM	Campaign Cost
113	36.2 %	28.7	1,041	¢0.00	13,561	¢0.00	¢0

% Reach by Format

Format	Value
12-Sheet	8.89
12x9 SS	10.86
3x12 SS	17.98
3x6 Backlit	9.35
4.5x18 SS	10.9

Page 1 of 1

⚠ : This vehicle is not audited
C:\User\TOPS manual2.plan
Survey: SA07, System DB: 0 0071

06/08/2003 02:07:41 PM
Telmar Outdoor Planning System, Version 1.0.0.230

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Market Summary with Frequency Distribution

In order to see the overall Frequency distribution table for the whole campaign, the user can run thus report.

Telmar's Outdoor Planning System
Market Summary with Frequency Distribution

T O P S
Telmar Outdoor Planning System

Target: Male Age 16-34
Market: Total Survey Area
Population (000) 2,639

	Format	Panels	Weeks	DEC / Audience	Campaign Reach (%)	Campaign Avg Freq	Campaign TRPs	Campaign Cost
	12-Sheet	58	6	7,960	8.9	63.6	565	R 0
	12x8 BB	4	6	45,135	10.9	11.2	121	R 0
	8x12 BB	28	6	15,234	18.0	5.9	106	R 0
	8x8 Backlit	18	6	17,251	9.3	13.2	124	R 0
	4.6x13 BB	5	6	39,634	10.9	11.3	124	R 0
	Total Market	113		13,813	36.2 %	28.7	1,041	

Total Market Detail:
Market: Total Survey Area

Total Panels	Campaign Reach (%)	Campaign Avg Freq	Campaign TRPs	CPP	Campaign Imps	CPM	Campaign Cost
113	36.2 %	28.7	1,041	$0.00	13,561	$0.00	$0

Frequency	Exposed	Exposed %	Exposed at least (000)	Exposed at least %	Weight	Weight Exposed %	Weight Exposed (000)	Weight Exposed at Least%	Weight Exposed at Least(000)
0	831	63.8%	1,300	100.0 %	0.00	0.0%	0	0	0
1	79	6.1%	472	36.2 %	1.00	6.1 %	0	6	472
2	43	3.3%	393	30.2 %	1.00	3.3%	0	3	393
3	30	2.3%	350	26.9 %	1.00	2.3%	0	2	350
4	23	1.7%	321	24.6 %	1.00	1.7 %	0	2	321
5	18	1.4%	298	22.9 %	1.00	1.4%	0	1	298
6	16	1.2%	280	21.5 %	1.00	1.2%	0	1	280
7	13	1.0%	264	20.3 %	1.00	1.0%	0	1	264
8	12	0.9%	251	19.2 %	1.00	0.9%	0	1	251
9	10	0.8%	239	18.3 %	1.00	0.8%	0	1	239
10+	228	17.5%	228	17.5 %	1.00	17.5 %	0	18	228

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Market Summary with Weekly Accumulation
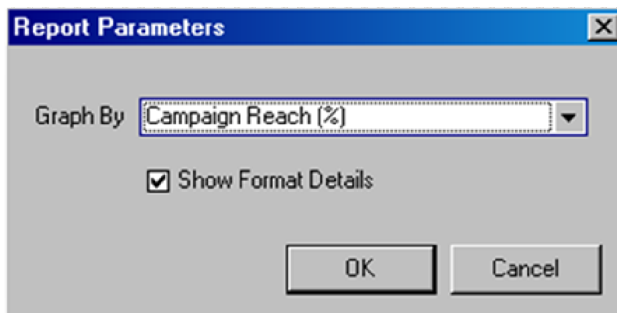
Report Parameters can be set
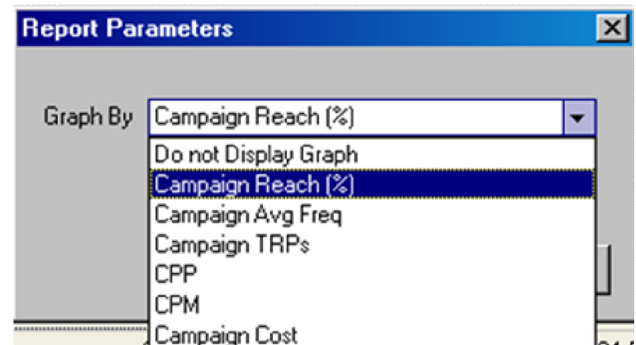
according to the list below.
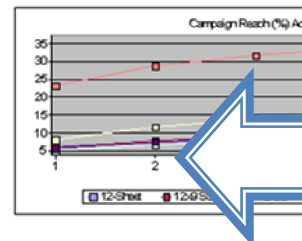
This report shows the cumulative reach (if reach was selected) by week by format as well as for the overall campaign

Operator Summary By Location and Format

This report shows the format by region by media Owner
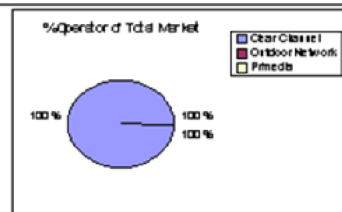
Glossary

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- **Daily Imps (000):** The daily audience delivery based on of panels in '000

- **Weekly Imps (000):** The weekly audience delivery based on no. of panels in '000
- **Campaign Imps (000):** The campaign audience delivery based on of panels in '000
- **CPM:** Cost per thousand
- **Daily TRPs:** Daily Target Ratings Point – same as Gross Rating Point
- **Weekly TRPs:** Weekly TARGET Rating Points
- **Campaign TRPs:** Campaign target Rating Points
- **CPP:** Cost per point (Cost per 1 GRP)
- **Weekly Reach (000):** No. of people in Target Market exposed to schedule at least once in the past week in 000's
- **Weekly Reach (%):** No. of people in Target Market exposed to schedule at least once in the past week in %
- **Weekly Average Frequency:** The weekly average number. of times the target market is exposed to the schedule
- **Campaign Reach (000):** No. of people in Target Market exposed to campaign at least once in the past week in 000's

- **Campaign Reach (%):** No. of people in Target Market exposed to campaign at least once in the past week in %
- **Campaign Ave Frequency:** The average no. of times the target market is exposed to the campaign
- **Effective Reach (%):** No. of people in target market exposed to campaign at least 3+ times in % (user can set this to be 3+ 5+ whatever they choose. It defaults to 3+)
- **Effective Reach (000):** No. of people in target market exposed to campaign at least 3+ times in 000's (can be defined by user defaults to 3+)
- **MAX Panels:** The maximum number of panels that are 'owned' by the operator in that market for that format
- **MAX Daily IMPS (000):** Same as daily just the total possible
- **MAX Weekly IMPS (000):** Same but for a week
- **MAX Campaign IMPS (000):** Maximum impression possible with the combination of format, panels over the campaign periods
- **MAX Weekly Reach (000):** Same but for a week
- **MAX Weekly Reach (%):** Same for one week
- **MAX Campaign Reach (000):** Same for entire campaign period
- **MAX Campaign Reach (%):** Same as above

- **MAX Effective Reach (000):** Same as above
- **MAX Effective Reach (%):** Same as above
- **MAX Weekly Ave Frequency:** Same as above
- **MAX Daily TRPs:** Maximum number of target rating points that can be achieved in one day
- **MAX Weekly TRPs:** Same as above
- **MAX Campaign TRPs:** Same as above
- **Frequency 1-4 (000):** This is a miss placed frequency distribution so it is the number of people in (000) who saw the message 1-4 times
- **Frequency 5-9 (000):** Same as above
- **Frequency 10-14 (000):** Same as above
- **Frequency 15-19 (000):** Same as above
- **Frequency 20-24 (000):** Same as above
- **Frequency 25-29 (000):** Same as above
- **Frequency 30+ (000):** Same as above